

## Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W  
-----020109 101979 /22

R 011430Z MAR 77  
FM AMEMBASSY MANAMA BAHRAIN  
TO USDOC WASHINGTON DC  
INFO SECSTATE WASHINGTON DC 4311  
USIA WASHINGTON DC  
AMEMBASSY ATHENS GR  
USINT BAGHDAD IRAQ  
AMEMBASSY JIDDA SAUDI ARABIA  
AMEMBASSY KUWAIT KUWAIT

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FOR OIM/TYRRELL FROM RUAN

ATHENS FOR RTDO

E.O. 11652: N/A  
TAGS : BEXP, BA  
SUBJECT : FEB 77 EDP TECH SEMINAR: BAHRAIN WRAPUP  
REF : MANAMA 278

1. SUMMARY: SUBJECT EVENT CONCLUDED ITS TWO-WEEK VISIT TO BAGHDAD, KUWAIT, JIDDA, AND MANAMA NIGHT OF 27 FEB WITH LAST MINUTE AD HOC APPOINTMENTS FOLLOWING SECOND SEMINAR SESSION HERE. DIB-411P FORMS COMPLETED BY ALL SEVEN SEMINAR TEAM FIRMS SHOW NO IMMEDIATE SALES, 3.69 - 5.69 MILLION DOLLARS IN EXPECTED 12-MONTH SALES. RUAN RETURNING USDOC 4 MARCH VIA ATHENS AND MADRID. END SUMMARY.

2. SEMINAR SESSIONS HELD 26 AND 27 FEB 1530-1800 IN BAHRAIN HILTON BALLROOM AREA ATTRACTED 58 UNCLASSIFIED

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REGISTRANTS FIRST DAY AND 47 SECOND. FIRST DAY TURNOUT ATTRACTED PEOPLE FROM SEVERAL KEY ORGANIZATIONS, INCLUDING GOVT AND PRIVATE SECTOR. ON SECOND DAY FEWER SUCH CASES OCCURRED, AUDIENCE BEING LARGEMLY TECHNICAL. PRIVATE SECTOR WELL REPRESENTED IN ATTENDANCE, NOTABLY Y.B.A. KANOO ORGANIZATION, CABLE AND WIRELESS, GULF AIR

ALUMINIUM BAHRAIN AND BAHRAIN PETROLEUM COMPANY.  
GOVT PARTICIPANTS INCLUDED UNDERSECRETARY OF  
HOUSING, DIRECTORS OF STATISTICS AND PUBLIC WORKS,  
AND OTHER SENIOR OFFICIALS FROM LABOR, FINANCE  
AND HEALTH MINISTRIES.

3. AUDIENCE ATTENTIVENESS KEEN. WHILE NOT ALL  
SPEAKERS WERE ASKED QUESTIONS, THOSE WHO WERE OFTEN  
RECEIVED MULTIPLE QUERIES. LEVEL OF AUDIENCE  
SOPHISTICATION ON PAR WITH THAT IN KUWAIT, THOUGH  
BELOW THOSE IN IRAQ AND SAUDI ARABIA.

4. AS NO LOCAL SPONSOR HERE, NO HOST COUNTRY  
SPEAKER APPEARED. TEAM DIRECTOR SIMMONS SERVED AS  
EMCEE BOTH DAYS.

5. IN VIEW OF LIMITED NUMBER OF WORKING HOURS AVAIL-  
ABLE DURING TWO-DAY TEAM STOP HERE, FEW ADVANCE  
APPOINTMENTS COULD BE MADE. THOSE THAT WERE PROVED  
FRUITFUL. BASED ON RUAN CABLE REQUEST THAT USDOC  
ADVISE TEAM TO ALLOT 28 FEB AS ADDITIONAL DAY IN  
BAHRAIN, EMBASSY WAS PREPARED TO SCHEDULE ADDITIONAL  
APPOINTMENTS FOR TEAM THAT DAY. TEAM MEMBERS REPORT  
NOT BEING APPRISED OF REQUESTED EXTRA DAY HERE, AND  
IN ONE CASE REPORTEDLY ADVISED 27 FEB DEPARTURE WAS  
ACCEPTABLE.

MOST SUCCESSFUL APPOINTMENTS WERE THOSE PLANNED IN  
ADVANCE BY TEAM, E.G., BOEING APPOINTMENTS WITH GULF  
AIR, AND THOSE ARISING FROM ACQUAINTANCESHIP STRUCK  
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BY TEAM GROUP DURING SEMINAR SESSIONS. APPOINTMENTS  
TOOK PLACE VARIOUSLY AT SEMINAR SITE AND DIRECTOR'S  
SUITE BIC IN HILTON AND IN OFFICES OF LOCAL PERSON-  
AGES. THIS WAS BEST USE OF BIC THROUGHOUT TEAM TOUR.

6. FORM DIB-411P RESULTS REPORTED BY SEVEN TEAM  
MEMBERS INCLUDE:  
A. AGGREGATE IMMEDIATE SALES: NONE  
B. AGGREGATE 12-MONTH PROJECTED SALES: 3.69  
MILLION DOLLARS. (NOTE THIS INCLUDES THREE MILLION  
BY HONEYWELL, WHICH LATER INDICATED 12-MONTH SALES  
COULD REACH FIVE MILLION -- NOT FOR PUBLICATION).  
C. LICENSE AGREEMENTS: NONE SIGNED, NONE PENDING.  
D. JOINT VENTURED: ONE SIGNED, NONE PENDING.  
E. SALES REP AGREEMENTS: ONE SIGNED, NONE  
PENDING.  
F. FIRST OBJECTIVES ACHIEVED: FIVE; TWO NO  
ANSWER.

7. ALTHOUGH 65 INVITATIONS TO THE TEAM'S 26 FEB RECEPTION AT THE AMBASSADOR'S RESIDENCE WERE ISSUED, ONLY SOME 20 ATTENDED. AMONG THOSE IN ATTENDANCE, HOWEVER, WERE MANAGING DIRECTOR AND THREE GENERAL MANAGERS OF GULF AIR, MAN DIRS OF BAHRAIN NATIONAL OIL COMPANY AND OAPEC DRY DOCK PROJECT, GOB UNDER SECRETARIES OF POWER, HOUSING, AND EDUCATION, AS WELL AS PROMINENT MERCHANTS.

8. TEAM DIRECTOR SIMMONS AND INTL DATA CORPORATION REP MCGOVERN, ESCORTED BY EMBOFF BURLEIGH MET WITH DIRECTOR OF STATISTICS DEPARTMENT ON 27 FEB. SIMMONS ALSO WAS INTERVIEWED BY RADIO BAHRAIN. ADDITIONALLY SIMMONS KEPT APPOINTMENT WITH LEADING SAUDI BUSINESSMAN FAYEZ AL-GHOSAIBI, WHO CAME FROM RIYADH FOR PURPOSE. AL-GHOSAIBI SOUGHT COUNSEL ON WISDOM AND USAGE OF RECENT PURCHASE OF EDP EQUIPMENT UNCLASSIFIED

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FROM U.S. FIRM. ON RUAN'S SUGGESTION, TEAM MEMBER MCGOVERN ALSO SPOKE AT LENGTH WITH AL-GHOSAIBI. RESULT WAS INCREASE OF 100,000 DOLLARS IN MCGOVERN'S ANTICIPATED 12-MONTH SALES IN SAUDI ARABIA.

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AMEMBASSY KUWAIT KUWAIT

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9. PAO EFFORT HERE EXCELLENT. TEAM AND RUAN VERY  
GRATEFUL TO PAO MATTRAN AND HIS STAFF FOR SAME.  
AMONG ACCOMPLISHMENTS WERE FOLLOWING: PLACEMENT OF  
ANNOUNCEMENTS OF SEMINAR ON BAHRAIN RADIO AND TV,  
SIMMONS INTERVIEW ON RADIO, PLACEMENT OF THREE  
STORIES ON SEMINAR IN ARABIC DAILY NEWSPAPER.

10. TOTAI EXPENDITURES FOR TEAM APPEARANCE HERE  
WILL BE REPORTED IN EMBASSY SEPTEL. PRELIMINARY  
REVIEW INDICATES EXPENDITURES WITHIN AUTHORIZATION  
REQUESTED IN REFTEL.

11. IN SUM, TEAM VISIT HERE WENT WELL AND WAS FREE  
OF IRRITANTS THAT BESET TEAM AT PREVIOUS STOPS.  
THANKS AGAIN TO HONEYWELL, SALES FIGURES WERE NOTABLY  
HIGHER THAN EXPECTED, MANY THANKS DUE TO AMBASSADOR,  
BURLEIGH, FSL MOFIZ, AND OTHER EMBASSY PERSONNEL FOR  
SUCCESSES ACHIEVED.

12. RUAN DEPARTING MANAMA 1 MARCH 0930 ON ME 435/233  
TO ATHENS VIA BEIRUT. WILL MEET WITH RTDO IN ATHENS  
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SAME DAY. ON 2 MARCH, WILL FLY TO MADRID AT 0700 ON  
TW 903. ON 3 MARCH, WILL FLY TO NEW YORK ON TW 901  
AND HOPEFULLY ON FIVE O'CLOCK EASTERN SHUTTLE TO  
WASHINGTON. CLUVERIUS

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## Message Attributes

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